C-2710-1

$1.25 a copy; $55 a year

Monday, April 1, 1985

Advertising Age

Crain's International Newspaper of Marketing © Entire contents copyright 1985 by Crain Communications Inc. All rights reserved.

ABC sporting with Ford, Chevy

'MNF,' Olympics deals in works

By VERNE GAY

New York—Ford Motor Co. is preparing to sign a multiyear deal with ABC Sports for sponsorship of "Monday Night Football," Advertising Age has learned. The deal, expected to be completed by mid-April, will break the domestic-auto-exclusivity hold that General Motors' Chevrolet division has held for years.

Chevrolet, however, is a prime target for ABC as it prepares to begin its sales effort April 15 for its coverage of the 1988 Winter Olympics. Asking price reportedly is $400,000 or more per 30 seconds, about double the 1984 Winter Games, when Chevrolet was a major sponsor.

On "Monday Night Football," Chevy and import Nissan will continue to maintain their berths, but the new arrangement will be structured so that Ford and Nissan can share a game. Ford reportedly would take the first half and Nissan the second. The following Monday Chevrolet would be the exclusive auto sponsor. Nissan and Ford would switch halves every other game.

In addition, ABC is increasing the number of commercial units per game needed to maintain automotive-category exclusivity from 10 30-second spots to 12. The reason for this, AA was told, is that ABC can firm up the commercial load on the game.

Having suffered a ratings loss last season, "MNF" experienced a decline in advertiser interest. As a result, unit costs sometimes dipped below $100,000. It is believed Ford would pay $175,000 per 30 seconds for its "MNF" positions.

Exclusivity advertisers in both the beer and automotive categories ended three-year deals on "MNF" last season.

The strategy with the automotive companies this year is the exact opposite of the way ABC handled beer-category exclusivity renewals. To shore up its chances

(Continued on Page 92)

$40 million push starts

AT&T finally rolls its own

By BRIAN MORAN

AT&T is starting a new network tv push for its lagging IBM-compatible personal computer as it rolls out, at long last, a machine of its own design.

AT&T's latest moves indicate the company is determined to continue the fight in the casualty-ridden IBM "clone" battle, while it begins challenging IBM with a unique, potentially more competitive product.

The new advertising push, estimated at $40 million over six months, goes into high gear tonight with two tv spots aligning AT&T's IBM-compatible 6300 personal computer with the company's telecommunications experience. Ogilvy & Mather, New York, handles.

AT&T Information Systems, Morristown, N.J., last week introduced a wide range of enhancements for the 6300, which flopped since it was unveiled last summer as AT&T's first entry in the personal-computer market. Industry analysts estimate it sold 20,000 units in 1984, compared with IBM's 1.5 million in personal-computer sales.

AT&T hopes peripherals for the 6300—including a new modem and hard-disc drive for added storage—will trigger more 6300 sales.

Both tv spots carry Information Systems' new theme,

(Continued on Page 94)

Kodak's America

Kodak uses non-actors for a patriotic, emotional pitch in its new campaign from J. Walter Thompson, USA. (See story on Page 92.)

Nabisco cuts three shops; DDB added

By NANCY GIGES

Nabisco Brands, aiming for long-term, more-stable agency relationships, last week split $40 million in food product assignments between Doyle Dane Bernbach and Bozell & Jacobs, both New York.

In making the assignments, Nabisco, Parsippany, N.J., dropped Benton & Bowles, McCann-Erickson and J. Walter Thompson USA, all New York.

The agency reshuffling was signaled when Nabisco revealed its own restructuring several months ago (AA, Dec. 24). At the time, Nabisco consolidated several units into three operating divisions—biscuits, Planters/Life Savers and grocery.

DDB, new to the Nabisco roster, gains Fleischmann's and Blue Bonnet margarines, billing about $9 million; Cream of Wheat and Nabisco ready-to-eat cereals, billing about $8 million, and Fleischmann's yeast, a $2 million brand.

Bozell & Jacobs, already agency for candy bars, gains Planters nuts and snacks, a $20 million line.

The biggest loser is Benton & Bowles, which had Planters, Fleischmann's and Blue Bonnet. McCann-Erickson lost the cereals and JWT had the yeast.

According to R.J. Carbonell, Nabisco Brands USA president, the shift was made to "bring about the most efficient use of our advertising dollars as well as to avoid agency product conflicts. What we are aiming for is meaningful, ef-

(Continued on Page 90)

Chiat picks a flower fight

By STEWART ALTER

Four months ago, executives at Chiat/Day and 800-Flowers were still writing each other nice flowery letters. There were regrets that the five-month agency-client relationship had never made it out of some brief test-marketing.

But that friendliness has now withered into bitterness and lawsuits.

Chiat/Day, New York, filed papers in federal district court there two weeks ago, seeking a jury trial. Chief Judge Constance Baker Motley is to decide whether jurisdiction is in Texas (where 800 Flowers, a national flowers-by-phone service, is located) or New York before any trial action can proceed, said a spokeswoman in the judge's office.

Chiat's filing followed a suit it entered in New York state supreme court in early January, seeking a little more than $1 million it claimed 800-Flowers still owed in commissions, fees and production charges. The agency won from that court an order of attachment against 800-Flowers' property.

That led to a suit from 800-Flowers, filed in Texas state court in mid-January. It sought to vacate that order and claimed the decision threatened the company's ability to

(Continued on Page 90)

Last Minute News

Klores moves to CH&S as president

New York—Walter Klores has moved to Calet, Hirsch & Spector as president. He succeeds Larry Spector, who remains ceo at the agency. Mr. Klores had been exec vp in charge of new business and account service at Advertising To Women, which has given his responsibilities to senior vp Jeff Lehmann.

Avis' U.S. account parks at Ted Bates

Garden City, N.Y.—Avis Rent A Car System has moved its U.S. car rental advertising to Ted Bates Advertising/New York from Saatchi & Saatchi's McCaffrey & McCall. The latter agency will continue to handle Avis' international assignments. Leading National Advertisers puts the car rental company's billings at $6 million for the first nine months of 1984 and $14 million for all of 1983.

Conde Nast, 'FT' plan business magazine

London—Conde Nast Publications and the *Financial Times*, Europe's leading business newspaper, will launch a new monthly business magazine called *Business People* in November. The publication will be 60%-owned by Conde Nast and 40%-owned by the *FT*. The magazine's cover price will be about $2.40 and its publishers are aiming for a 40,000-to-50,000 circulation.

(Continued on Page 8)

NEWSPAPER

'A.D.' signals a new epoch at P&G—Page 3

BRAZIL

Brazil, Latin America's largest consumer market, is staging a comeback. (See Page 54.)

More cable tv ads, but creativity lags

By SUSAN SPILLMAN

NEW YORK—Some big advertising dollars are finally rolling into cable tv, but those long-promised innovative commercials aren't.

That was the picture painted last week at the fourth annual Cable-television Advertising Bureau conference. And it was an image that some of the leading cable executives embraced.

Although cable channels no longer are being filled solely with per-inquiry ads for Ginsu knives and Veg-A-Matics, neither are they being used as originally envisioned—as a means to deliver new kinds of long-form and narrow-cast messages.

Advertisers, however, are quick to credit MTV: Music Television with inspiring a new music video look for several spots. But most of these commercials also air on broadcast tv.

"Why should we go to advertisers and say, 'Treat us differently'? We're doing the same thing as the networks, we're bringing a signal into the home through a tv set," said William Grimes, president of ESPN, Bristol, Conn. "We don't want to act like some fledgling business asking for experimental dollars."

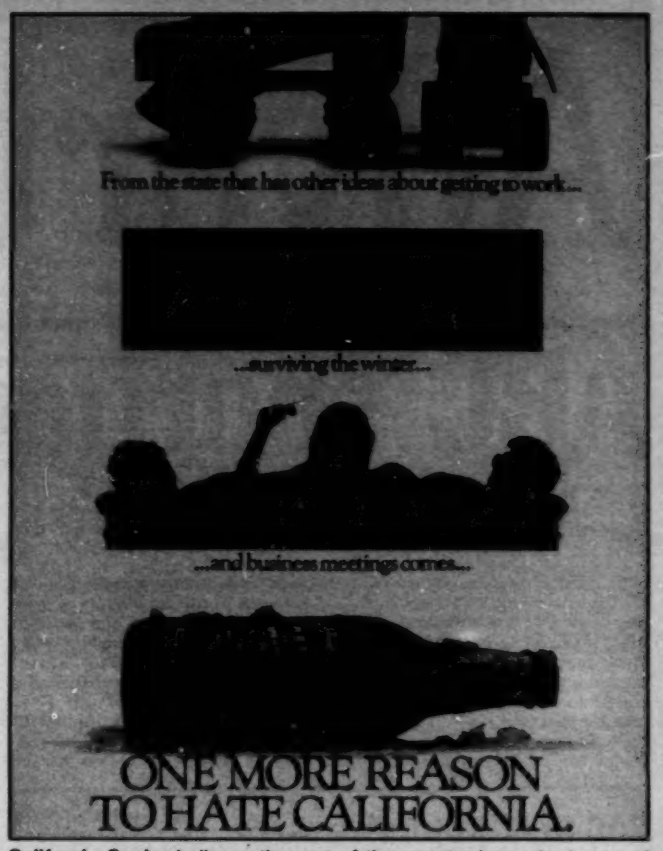
Kay Koplovitz, president of USA Network, Glen Rock, N.J., agreed she'd rather see more money spent on buying cable time than in creating expensive new-form advertisements.

The sentiments of advertisers were summed up by Hilary Hinchman, vp-director of advertising for Sterling Drug. She said cable provides "cheap tonnage and a way to combat network erosion. We didn't want to spend money for new cable commercials, nor did we see the need to in our categories."

Advertisers spent $542 million in cable tv last year, and CAB president Robert Alter predicted 1986 cable ad revenues will reach nearly $1 billion. In 1980, cable ad revenues were $58 million. Mr. Alter added that almost all of the top 50 tv advertisers now include cable in their schedules.

Not everyone is pleased about the new tendency to position cable as a cheap counterforce to declining network tv shares. Keith Reinhard, chairman of Needham Harper Worldwide, in his keynote address to the conference, said he had wanted to put together a reel

(Continued on Page 94)


From the state that has other ideas about getting to work...
...surviving the winter...
...and business meetings comes...
ONE MORE REASON
TO HATE CALIFORNIA.

California Cooler believes the rest of the country has a bad case of "California envy." Ads, breaking this week in network and spot radio and on tv, claim CC is just "one more reason to hate California."

Tongue-in-cheek, of course

Cooler cuts Cal.

By RUTH STROUD

California Cooler, expecting to be vastly outspent by major beer and wine competitors this year in the category it pioneered, is pinning its future on a startling new campaign breaking this week.

Tv and radio ads developed by Chiat/Day, San Francisco, elaborately spoof California, featuring eastern or midwestern types uttering every cliched image of the state that has ever been thought or uttered—from surfing and hot tubs to organic vegetables and "49-grain bread"—and ending with the theme line: "California Cooler: One more reason to hate California."

Industry sources already are comparing the potentially controversial campaign to Apple Computer's "1984" ad, another attention-getting Chiat/Day product. Some of the industry assessment is negative, with observers rating the campaign "weird" or "well done, but it makes no sense" in reference to the theme.

Tom Gibbs, director of marketing of the Stockton, Cal.-based company, pooh-poohed the negative reaction, boasting that at a recent sales meeting in Vail, Colo., the audience "stood up and

(Continued on Page 92)

Time Inc. homes in on office

By STUART J. ELLIOTT

NEW YORK—Time Inc.'s magazine development group hopes to decide by June the fate of its first product: *Home Office*, which came out last week. There already are some positive signs for *Home Office*, produced as a one-shot designed to test the waters for possible regular publication. Editorially, the magazine's editors "are developing story lists for future issues," said Jan Meyer, advertising sales director of both the magazine and the development group.

And from an ad standpoint, "we're very excited," said Mr. Meyer, because *Home Office* has

(Continued on Page 90)

Thursday

Noted author Roy Blount Jr. tells why he likes those macho light beer commercials—and why he'll probably never appear in one. Mr. Blount's essay on advertising will appear in Advertising Age *Thursday* April 4.

Highlights

Procter & Gamble's Always sanitary napkins continue assaulting the shares of the Big 3 marketers of those feminine protection products. Now, at least two of those companies are scrambling to protect their declining shares. *See Page 4.*

Sunbeam Appliance Co. is gearing up for a fight with archrival Black & Decker Corp. for supremacy in the small electric appliance market. *See Page 6.*

"Amadeus," so far a moderate success at the box office, grossing $35 million in 31 weeks, will gain another $5 million to $10 million as a direct result of its eight-Oscar sweep, movie marketing sources predict. *See Page 10.*

Major hotels are offering business travelers a two-for-one deal—a two-room suite for the price of one. *See Page 12.*

Clara Peller's beef with Wendy's International may yet wind up in court. Ms. Peller's attorneys have responded to her widely reported "firing" with threats to sue Wendy's for "unauthorized" use of her likeness. *See Page 14.*

Coca-Cola USA begins a barrage of tv spots today in Hartford, Conn., and Springfield, Mass., as Cherry Coke enters its first test areas. *See Page 77.*

CORPORATE CLOSEUP

Paul Masturzo, president of Max Factor & Co.'s U.S. division,

wants to rebuild the troubled company "to what it once was"—synonymous with Hollywood glamor. *See Page 4.*

FORUM

The chief executive of a frozen-foods marketer writes on the use of politicians in advertising. *See Page 20.*

INTERNATIONAL

The Rand Daily Mail, one of the world's most respected and controversial newspapers, is folding. The paper, throughout its history the most outspoken critic of the South African government's policies, ceases publication at the end of April, leaving 300 employes jobless. *See Page 50.*

Parker Pen Co., which launched an ambitious global-marketing campaign last year, is about to switch gears, and some sources believe the company is pulling back from its original global concept. *See Page 50.*

A variety show held at the London Palladium to raise funds for charity may have created a new advertising medium. For $825, advertisers can buy a 30-second live skit about their product, performed by top British comedians. *See Page 53.*

VIDEOTECH

While the CBS and NBC programing bosses were most accurate in the 1984-85 season, all three networks misread some key time periods. *See Page 60.*

Despite, or perhaps because of, the aversion most Americans have for Nazism, Adolf Hitler remains a strong prime time tv ratings draw 40 years after World War II. *See Page 60.*

DIRECT MARKETING

The Direct Marketing Assn. has attracted many diverse companies and organizations to its fold over the past few years and, as their numbers have grown, so have the complaints that the trade group has not done an adequate job representing all its special interests. *See Page 68.*

The DMA will not release its estimate of direct-response advertising expenditures and total sales figures for 1984 pending a review of the way these statistics were gathered. *See Page 68.*

COMING THURSDAY

SPECIAL REPORT

Men's new consciousness about clothes and working women's new buying power have fueled increases in circulation and ad revenue for fashion magazines, exceeding those for consumer publications in general.

REGULAR FEATURES

ADBEAT	85	PERSONAL PRIVILEGE	28
ADVERTISING MARKETPLACE	81	PHOTO REVIEW	32
AGENCY PEOPLE	48	PRESSTIME	8
BRADY'S BUNCH	72	REGIONAL NEWS	74
CON-SID-ERATIONS	18	REPORTAGE	36
CORRECTIONS & CLARIFICATIONS	6	VIDEOTECH UPDATE	64
EDITORIAL	18	WORLD NEWS ROUNDUP	3
FOR THE RECORD	89		
FORUM	20		
LETTERS	24		
NEW PRODUCTS	76		
OBITUARIES	91		

FIGURES TO FILE

NEWSPAPER AD LINAGE FOR JANUARY, 1985 70

Vol. 56, No. 25—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except once a week the first week in January, the fourth week in November and the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103.

Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691.

$1.25 a copy, $55 a year, $100 two years. Add $143 per year for air delivery to Europe & Middle East. Add $49 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

It's Sunbeam vs. B&D in houseware war

By LAURIE FREEMAN

CHICAGO—Sunbeam Appliance Co. is gearing up for a fight with archrival Black & Decker Corp. for supremacy in the small electric appliance market.

The Oak Brook-based unit of Allegheny International plans to spend a record $42 million in its bid to fill the void created when General Electric Co. last spring sold its $300 million small appliance business to Black & Decker, Towson, Md. (AA, Dec. 19, '83, *et seq.*).

Sunbeam officials are betting consumers will be confused by the disappearance of GE products and will turn instead to Sunbeam branded appliances.

"The demise of General Electric's brand name in small appliances, and the resulting disarray in the industry, opens up a tremendous opportunity for Sunbeam," said Paul Saxton, Sunbeam vp-sales and marketing.

However, Sunbeam's marketing power may not have enough strength to compete with Black & Decker's $100 million corporate image and product ad budget.

Sunbeam's spot for its Monitor iron emphasizes its automatic turnoff. Burton-Campbell, Atlanta, handles.

Already the fight is under way. Both companies staked out their marketing turf here last week at the 82nd annual National Housewares Manufacturers Show.

Sunbeam threw down the gauntlet, introducing its new Freedom line of cordless, rechargeable appliances and heavily promoting its minisize, $85 Oskar food processor.

Black & Decker proudly displayed products bearing the GE or Black & Decker labels.

B&D has until 1987 to convert all GE products to the Black & Decker name. The mixing of the old and the new was subtly highlighted as GE Toast-R-Ovens stood beside Black & Decker's new cordless, rechargeable appliance line.

Although B&D is better known for its power tools, vp-marketing Kenneth Homa said the company's brand-image campaign should erase any lingering doubts about its commitment to the appliance business.

Network tv spots, breaking this month, play up the company's heritage as a power tool marketer and introduce B&D's new products. BBDO, New York, created the spots. The agency had handled advertising for the small appliances while they were at GE, and Black & Decker retained BBDO after it bought the GE business.

Sunbeam's $42 million 1985 budget, split between media advertising and promotion for its entire line, is five times the total spent by the company in the last five years.

Network tv spots for Sunbeam's Monitor electronic irons as well as the cordless series carry the company's "Sunbeam makes it easy" theme. Burton-Campbell, Atlanta, handles.#

Appliances become unwired

By LAURIE FREEMAN

CHICAGO—Having convinced consumers to shelve bulky toaster ovens and coffee makers under cabinets, housewares marketers now will try to convince them to hang cordless, rechargeable appliances on their kitchen walls.

Six months ago, West Bend Co. introduced the first cordless electric iron at the National Housewares Manufacturers Show. Not only has West Bend expanded its iron line to include a second FreeStyle steam/dry iron, but at last week's spring Housewares Show, it appeared every manufacturer has jumped on the cordless bandwagon. Marketers now offer everything from hand mixers to knives and can openers—and even a lightweight vacuum cleaner.

Sunbeam Appliance Co.'s Freedom line and Black & Decker's assortment of cordless, rechargeable appliances were the most-talked-about items among retailers and buyers at the show.

The Sunbeam Freedom line, including a cordless hand mixer, knife and can opener, comes with rechargeable batteries. The company estimates the batteries will last five to seven years before they need to be replaced. Burton-Campbell, Atlanta, is the agency.

Black & Decker added two new cordless appliances to its Handy-Mixer beater—a three-speed mixer and a knife. BBDO, New York, the agency that handled advertising for General Electric, is producing Black & Decker's new campaigns.

Not to be overshadowed. Hamilton Beach, Waterbury, Conn., has signed up Heisman Trophy winner Doug Flutie to promote its cordless carving knife. Mr. Flutie, now quarterbacking for the New Jersey Generals, will also promote the company's newly introduced $250 microwave oven.

Joe Namath returns to the Hamilton Beach spotlight to pitch the company's air-driven popcorn poppers. He's been touting the company's popcorn makers since the early 1970s. Actor Mickey Rooney is the spokesman for Hamilton Beach's DrinkMaster mixer.

Hamilton Beach is backing its products with $15 million, more money than it's ever spent before, said Charles Sloog, chairman of Hicks & Greist, the New York agency handling the account.

Separately, Richard Hochman, director of communications, National Housewares Manufacturers Assn., is retiring, effective July 1.

The NHMA also appointed Smith, Badofsky & Raffel here as its advertising and direct-mail agency, replacing Kreicker & Meloan, Northfield, Ill. Sheila King Public Relations has been named to handle pr.#

HOME BILLBOARDS
Put Your Name
On Their Refrigerator
Custom Designed Memo Boards
Magnetic Laminated Erasable
Marker Incl. Agency Commissions
For Free Sample
TradeNet, North Frederick Square
Oelwein, Iowa 50662

Zochert, Maurstad join AA; Hume promoted

CHICAGO—Donald Zochert has joined ADVERTISING AGE here as senior editor on the copy desk.

A graduate of Elmhurst (Ill.) College, Mr. Zochert worked as a reporter and editor at United Press International here from 1961 to 1966. He then spent 12 years at the *Chicago Daily News* as a reporter, rewriteman, feature writer and editor. In 1974, he began a writing career that led to three novels as well as several other books, articles and essays.

D. Zochert

T. Maurstad

Mr. Zochert also is an experienced business writer, most recently having served as a senior staff journalist in the corporate communications department of Urban Investment & Development Co., a major real-estate development company.

Also joining AD AGE is Thomas A. Maurstad, who will be a reporter in the Dallas bureau. A December, 1984, graduate of the University of Texas at Austin with a degree in journalism, Mr. Maurstad held several posts with the university's 39,000-circulation *Daily Texan* and other student publications.

In AA's Chicago bureau, Scott Hume has been promoted from reporter to senior reporter.

Mr. Hume, whose beats include fast-food and beverages, will serve as acting bureau chief this summer when bureau chief Sarah Moran takes maternity leave.#

CORRECTIONS & CLARIFICATIONS

- Contrary to an earlier article (AA, March 11, P. 1), R.J. Reynolds Industries uses its in-house media department only for planning and placing print advertising for its Del Monte and Heublein subsidiaries. Young & Rubicam handles network tv; Marschalk handles spot tv; Asch Advertising handles outdoor.
- Andrews/Mautner, Milwaukee, is the agency for Bell & Howell Co.'s Micro Design division. A B&H official earlier said another agency had the account (AA, March 11, P. 40).
- Coca-Cola Co. received 600,000 entries in its "Win a Magic Evening" with Julio Iglesias sweepstakes. The number was reported incorrectly (AA, March 11, P. 42).
- The correct linage figures for *Esquire* are March, 1985, 150.6 pages; March, 1984, 122.6; year-to-date, 1985, 252.2, and year-to-date, 1984, 220.6 (AA, March 18, P. 91).
- The magazine revenue increase for February of 14.3%, as reported by Publishers Information Bureau (AA, March 25, P. 8), is an increase over revenues of February, 1984, not over the previous month.
- Cine Design Films, Denver, was incorrectly spelled in an article on the newspaper serialization of President Nixon's new book (AA, March 25, P. 1).
- Thoro System Products is based in Miami. Its agency is HCM, Chicago. Wrong cities were listed earlier (AA, March 25, P. 36).
- Contrary to information in an earlier article, S.C. Johnson's new Raid Flea Killer Plus does kill insects with the initial application, as well as prevent eggs from hatching and young fleas from maturing into adults (AA, March 25, P. 92).
- The U.S. disposable diaper market is $2.7 billion, not $4.7 billion, which is the size of the international market (AA, March 25, P. 80). Also, Kimberly-Clark Corp. said it is using "chopped cellulose" for the insert panel in its new Huggies Extra Absorbent Medium 40s, rather than a cotton panel.#

What makes memorable and persuasive commercials?

for a presentation call **(812) 425-4562**
and ask for an RSC Service Representative

RSC
a service of
research systems corporation
110 walnut street, evansville, indiana 47708

Risque advertising and Brazil are often synonymous. In commercials for Playboy shampoo (two on left), agency DM 9 shows a young couple in bed before shampooing, while two girlfriends talk about how people think they are homosexuals. Inega jeans' agency DPZ shows a young girl caught with her pants down.

BRAZIL

Advertising market bounces back after years of recession

By JULIA MICHAELS

"Brazil is the country of the future," goes a popular saying, "and always will be." The cynic who thought this up may have to eat his words soon.

After four years of recession, Brazil, Latin America's largest consumer market with $2 billion in ad spending, is making a cautious comeback.

Unemployment is down, consumer spending is up and a new democratic civilian government, led by President-elect Tancredo Neves, took over in March from a military dictatorship.

"Clients are more optimistic. They're taking plans out of the drawer," said Alex Periscinoto, a partner in Alcantara Machado, Periscinoto Comunicacoes, Brazil's No. 2 agency.

Although inflation still hovers around 250% a year, ad spending in the last six months is finally keeping up with the inflation rate and is even showing signs of real growth, said Petronio Correa Filho, superintendent-director of top-ranked MPM Propaganda's Sao Paulo division.

Compared with 1984's 15% drop and 1983's 30% drop, some agencies might show some real growth in billings at the end of 1985, Mr. Filho predicted.

"Clients are feeling a positive reaction in sales," said Walter Guelfi, client service director at J. Walter Thompson Publicidade.

Mr. Guelfi said that JWT client Gessy Lever, a Unilever subsidiary, is reactivating its ad budget in the laundry detergent market after at least a year of belt-tightening.

The three major yogurt makers —Lacesa (under license from the French company Yoplait), LPC Industrias (48% owned by another French company, BSN Gervais-Danone) and Swiss-based Nestle— have all launched drinkable yogurts and are fighting for a piece of the newly targeted adult market.

Early this year, Coca-Cola Co. introduced Sprite, via McCann-Erickson Publicidade, while the giant Rock 'n Rio rock music festival held last January marked Pepsi-Cola Brasil's $10 million reentry of Pepsi, via JWT, into the Coke-drenched Rio de Janeiro market.

"After four years of decline, the soft-drink market is turning around," said Edward Moerk, president of Pepsi. A Coke executive said he expects soft-drink sales to grow by 4% this year after 3% growth in '84. He also sees increased '85 sales recouping most of last year's losses.

Cigaret marketers say the recession, which caused lower-price cigarets to flood the market as smokers traded down, has stabilized. Top-of-the-line brands are coming back into focus, slowly.

Late last year, R.J. Reynolds Tobacco Co. launched its high-price Camel brand with an ad blitz, via McCann.

Earlier last year British American Tobacco Co. came out with a soft-pack version of its upscale John Player cigarets. BAT marketing director Flavio de Andrade said he expects uptrading in cigarets to begin in earnest by the end of 1985.

Ad agencies are expanding, too. MPM Propaganda has begun opening offices in the rich agricultural regions, which it regards as Brazil's No. 2 consumer market after Sao Paulo.

"We're placing ourselves there for when the market explodes," said Petronio Correa, MPM general director, "in three to four years."

DPZ

A bridesmaid, but never a bride

Roberto Duailibi is the most outspoken partner in Duailibi, Petit, Zaragoza Propaganda, Brazil's fourth-largest agency, and president of the National Assn. for Advertising Agencies in Brazil. Before that, he worked for J. Walter Thompson Co. and McCann-Erickson Worldwide. His agency has been been courted by many U.S. multinational agencies, but sources say the stumbling block is equity— DPZ doesn't want to give up any. Mr. Duailibi tells his story below.

By ROBERTO DUAILIBI

When the day comes to set up a club for international vps of U.S. advertising agencies, Sao Paulo could easily be chosen as the club's headquarters. There are even a few agency presidents who'd probably like to join.

We know them all. Some come in the summer, some in the winter, some zip through and others stay for a while. Some come just to sniff up prospects, some to make deals. Some make the right choice and others pick a lemon.

It's rare to meet one who's not a good professional. And all of them are excellent public relations men.

I have a fond memory of George Gribbin, who traveled around the world in search of opportunities for Young & Rubicam, even after he had retired. His presence itself was a great honor for the then-young admen he visited. His sincere empathy, his wish to help without expecting anything in return were precious and I now find unforgettable.

Young & Rubicam's Alex Brody, the extrovert (now with DYR); the warmth of Doyle Dane Bernbach's Clay Timon (now with Colgate-Palmolive Co.); the companionship of Grey Advertising's Norman Vail; the cheerfulness of J. Walter Thompson's Lee Preschel; and the care of Foote, Cone & Beldings' Julian Morrison—and the pride they all took in their agencies' work—made a good impression and still serve as a model.

Julian Morrison spent almost 10 months here in 1980-81, trying to

(Continued on Page 56)

Anything goes

Sex sells, and blame it on Rio

By JULIA MICHAELS

Europeans and Americans worry about their countries' bans on cigaret and liquor advertising, about lawsuits because of shaky product claims and about complaints from insulted ethnic groups.

But in Brazil, there are ads pulsing across the airwaves that never would make it off a sketch pad in the U.S. Brazilians say sex sells, but the evidence suggests that so do nuns, priests, monks, children and ethnics.

Take a funny commercial for Johnson & Johnson's o.b. tampons, by Duailibi, Petit, Zaragoza Propaganda.

The tv spot features a little girl who says she wants the product for Christmas. She doesn't know what it is, she said, but it was good because you could swim, play sports, ride a horse. . .do anything if you had one. (The idea was filmed, but the client didn't approve it and the spot never aired.)

A commercial for Dorsay Industria Farmaceutica's Playboy shampoo and deodorant, via DM 9 Propaganda, shows a teen-age couple in bed. While the baby-faced girl complains that she can't talk to her mother about sleeping together, her boyfriend gets up and takes a shower, using the products. (The product is not licensed by Playboy Enterprises, Chicago.)

This ad was taken off the air after a month, but a spot from the same campaign, suggesting a homosexual relationship between two young women, ran for a longer period.

Another commercial for Inega jeans shows people getting caught with their pants down. Duailibi, Petit, Zaragoza created the spot for the manufacturer, Comercio E Industria Gofra S.A., but eventually quit, claiming the company was "intractable."

For a Catholic country, Brazil is unexpectedly irreverent. Actors portraying priests often are used to sell alcoholic beverages. Clerical characters also appear in spots for dishwashing liquids and instant noodles.

In other ads, children look and act like naughty grownups. An LPC Industrias commercial for Dannon yogurt, via Alcantara Machado Periscinoto, had a boy saunter into a bar and ask the pint-size barman for a yogurt (the bar clearly served only yogurt). He then made a pass at a little girl, dolled up in makeup and sexy clothes, seated on the next bar stool.

There are practically no taboos on racial stereotypes. Japanese Brazilians, who emigrated here before World War II, are used to selling high-technology products while showing off their karate skills. They usually speak a choppy, broken Portuguese.

Italians sell food products, but they also are shown as Mafia bosses. In a Gillette Co. ad, via Alcantara Machado, a Mafia-like underling turns his boss on to the Atra razor when the boss tries to slap him in the face and discovers how smooth it is.

Sometimes it's hard for Brazilians to make a clear distinction between advertising and programing or editorial content. A series of government ads that ran last January during TV Globo's prime time "Fantastico" variety show so closely resembled the show itself that viewers had to remind themselves that the spots weren't just other musical numbers.

Using a colorful dance troupe and testimonials from young people, the government sold viewers on its many accomplishments during the just-ended presidential term.

General Foods' Tang breakfast drink, Ford automobiles and Braun electric mixers are sold in the middle of Brazil's popular tv soap operas by having the products and comments about them inserted into the shows' scripts.

One sportswear marketer, Industria de Roupas Staroup, has an advertising campaign that mainly consists of soap opera characters wearing clothes with larger-than-normal Du Mond brand labels. The agency

(Continued on Page 59)

Still a bridesmaid

(Continued from Page 54)

convince us it was worth it to link up with a multinational company because it would improve our technology, that sort of thing. The first thing he did, when he got a chance, was to leave the company and open an agency in Chile. I still kid him about it.

It's curious the way the first contact is made between a U.S. agency and a foreign one. Naturally, we know more about their agencies than they do about ours. Our access to the professional culture is all in the English language. For us, when something happens in New York, it's as if it were in another neighborhood. (Except the budgets are enormously bigger.)

So at the first meeting, we know who their clients are, how good their work is and the agency's reputation. Nevertheless, I never met an international vp who hadn't done his homework and didn't come fully informed about the agency in question and the general characteristics of the Brazilian market.

You have to value the local professionals. One American, who courted us and then ended up coming down to open a separate agency, the first thing he did was put down Brazilian advertising. He was shocked by the high salaries paid to our creative people and called them "dilettantes earning big salaries." This didn't go down so well.

Then he brought an art director down from the U.S., saying he would teach people how to make advertising. This also didn't make a good impression. The first campaign they did was for a paper factory and the client was a difficult one. Of course, the campaign was terrible.

We are always pleased, for example, to find the vp who understands the small idiosyncrasies of each market. In fact, maybe this is the mark of a good international vp. He never considers a particular aspect weird or strange—unlike the executives of some other countries. Often, the latter looks at things that are different from home with a mixture of shock and criticism. Nothing is more irritating.

The French and the English never come to Brazil. The Japanese appear, but they end up making small deals with Japanese studios. A few Germans have shown up, coming to take a superficial look at the market.

A Dentsu vp once came. He was more American than the Americans. He used a lot of American slang, even though he had a strong Japanese accent. He was the opposite of the ultra-formal Japanese businessman. One had the feeling he was playing a part. Overacting.

It's easy to make friends with colleagues, and this, it always seems to me, is the basic requirement for making a deal. Among the American international vps I've met, not a one has failed to keep up his side of the friendship, even when the deal, for a variety of reasons, doesn't go through.

When I say friendship, I mean that each person is pleased to welcome the other into his own home when he visits the foreign country. That's why, when I talk about Clay Timon, I think about Barbara. When I talk about Norman Vail, I think of Irene. When I talk about Julian Morrison, I think of Makeka. And their children.

All the international vps have the same approach. Something of a canned talk. They all push the exchange of experience, of technology. In fact, the bottom line is how many dollars you're talking about.

The ambition of the Brazilian agencies that are interested in negotiating is to grow faster, to get an edge on the competition. Lots of agencies want to sell. They dream of linking up with a big agency, almost as a way of getting international recognition of their creative work.

The role played by some creatives, as two companies draw near to each other, cannot be underestimated. I remember, for example, the enormous role played by Bert Steunhauser and Don Blauweiss (both formerly with DDB) and Steve Frankfurter (formerly with Y&R), in speeches they gave around the world.

They didn't come to make deals, but they ended up creating the interest in making deals with the agencies they represented. Ed McCabe (of Scali, McCabe, Sloves) and Jay Chiat (of Chiat/Day), for example, continue to do this.

But we will stay independent for a while. We still have lots of room for growth. There's a feeling of freedom, to be your own agency and your own boss.#

Brazil's biggest advertisers

	COMPANY	AGENCIES	MAJOR BRANDS	1984 AD SPENDING in millions $ U.S.
1.	**Bonsay Ind. Farmaceutica Ltda.**	Sym (in-house)	**Pharmaceutical products** *Major brands: Monange nail polish, Doril analgesic, Geloi analgesic rub*	22.0
2.	**Grupo Pao de Acucar**	Pao de Acucar Publicidade Ltda. (in-house)	**Supermarket chain**	21.0
3.	**Nestle**	Norton Publicidade; Dualibi, Petit, Zaragoza Propaganda; McCann-Erickson Publicidade; J. Walter Thompson Publicidade; Artplan Publicidade	**Food products** *Major brands: Nestle chocolates, candies; Nescafe instant coffee; Nestea instant tea; Nestle Quik; Ninho powdered milk; Maggi soups*	19.0
4.	**Mesbla S/A**	Proverejo Propaganda E Producoes (in-house)	**Retail chain**	16.0
5.	**Companhia de Cigarros Souza Cruz** a British American Tobacco subsidiary	Standard, Ogilvy & Mather Publicidade; MPM Propaganda; Dualibi, Petit, Zaragoza Propaganda; Salles/Inter-Americana de Publicidade	**Cigarets** *Major brands: Hollywood, Minister, John Player, Free*	16.0

Source: A.C. Nielsen Ltda., Leda Division.

BRAZIL IS CHANGING ALL OF ITS LEADERS, BUT ONE: MPM.

An opening democracy; a recovering economic development: Brazil has just changed its government as well as its economy figures. To us, all this is a good reason for festivity. But we are also celebrating something that did not change: once more MPM is the first ranking agency among those in Brazil having the highest billings.

Ten years in first place.

If you want to do good business in this enormously expanding market, follow the preferential trend of the Brazilian advertiser: choose MPM, the agency that has been the leader in Brazil for the last ten years.

Ranking 84	Ranking 83	Agency	1984 Gross Income (in billions of Cr$)	1983 Gross Income (in billions of Cr$)
01	01	MPM	45.800*	14.600
02	02	Alcântara Machado/Almap	36.800	14.129
03	04	McCann Erickson	30.240	9.805
04	03	Salles/Inter-Americana	30.000**	9.409
05	05	J.W. Thompson	22.700	8.460
06	07	Norton	22.500	7.500
07	06	DPZ	22.000	8.000
08	09	Standard, Ogilvy & Mather	21.818	5.121
09	08	Denison	15.600	6.000
10	11	Artplan	12.000**	3.304
11	13	CBBA/Propeg	11.850	4.245
12	—	Pão de Açúcar	10.503	3.168
13	12	Assessor	8.100	3.005
14	10	SSC&B Lintas	7.800	3.405
15	—	BAP - Brasil América	7.601	1.220
16	15	Young & Rubicam	7.530	2.100
17	14	Lage, Stabel/BBDO	6.500	2.337
18	—	Provarejo	6.100	1.800
19	17	SGB	6.000	1.976
20	22	VS Escala	6.000	1.200
21	22	Unidade/Interamericana	4.990	1.545
22	20	Leo Burnett	4.600	1.930

* In US$: 32,060,000. (Advertising Age)
** Forecast of "Meio & Mensagem"
Source: "Meio & Mensagem", January 15, 1985.

MPM

Ten years in the vanguard.
Full worldwide operational agreement with Grey Advertising, Inc.

Brazil: São Paulo - Rio Grande do Sul - Rio de Janeiro - Minas Gerais - Bahia - Brasília - Paraná - Pernambuco - Santa Catarina - Ceará - Bauru - Ribeirão Preto - São José do Rio Preto.

United States: Grey Advertising, 777 Third Avenue, New York, N.Y. 10017. Tel. (212) 546-2000. Telex: ITT 420829 / WU 640818. Cable: GREYAGE - New York.

Newspaper Advertising MRCS/SAU Inches January 1985 vs. January 1984

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
AKRON, OH				
Beacon Journal (E)	43,084	10,464	40,404	25,091
Beacon Journal (S)	15,538	3,878	12,965	3,588
Grand Total	158,591	36,338	146,980	33,580
NOTE: Part run figures supplied by publisher to Media Records.				
ATLANTA, GA				
Constitution (M)	148,——	35,189	139,132	30,574
Journal (E)	151,960	36,817	137,268	32,745
Journal & Constitution (S)	96,360	29,784	115,488	42,479
Journal & Constitution (Sat)	31,150	——	23,310	——
Grand Total	427,660	109,791	415,131	105,798
NOTE: Constitution Morning and Journal Evening published five days a week only.				
BALTIMORE, MD				
News-American (S)	23,945	2,938	30,932	1,913
News-American (E)	34,135	6,960	36,397	5,386
Sun (M)	10,161	1,310	85,415	5,860
Sun (E)	67,760	1,310	78,888	5,860
Sun (S)	110,322	13,537	124,468	9,..14
Grand Total	286,216	27,660	358,656	27,..94
BERGEN COUNTY, NJ				
Record (E)	139,013	15,379	112,947	16,951
Record (S)	100,662	12,055	114,685	19,635
Grand Total	239,065	36,434	227,332	36,586
NOTE: Record Evening published five days a week only.				
BOSTON, MA				
Herald (M)	39,333	——	32,901	——
Herald (S)	17,193	14,039	22,313	3,010
Globe (M)	103,165	6,775	112,652	7,110
Globe (S)	101,604	8,436	105,415	8,925
Grand Total	361,165	25,650	332,771	19,951
BUFFALO, NY				
News (AD)	85,434	19,395	86,407	20,351
News (S)	37,368	19,503	43,868	15,095
Grand Total	122,802	38,898	130,275	35,446
CAMDEN, NJ				
Courier-Post (E)	91,019	13,681	86,433	8,933
Courier-Post (S)	44,472	1,487	39,252	1,301
Grand Total	133,491	15,168	140,685	10,236
CHARLOTTE, NC				
Observer (M)	97,919	——	99,430	394
Observer (M)	109,182	——	96,727	29,451
Observer (S)	99,999	——	63,652	25,766
Grand Total	307,101	——	211,888	55,511
NOTE: News Evening published five days a week only. 1985 part run figures not available.				
CHICAGO, IL				
Tribune (AD & S)	550,707	——	471,910	——
Sun-Times (M)	113,472	47,154	101,526	34,735
Sun-Times (S)	50,378	20,385	38,573	17,360
Grand Total	714,557	70,539	610,009	52,140
NOTE: Tribune figures supplied by publisher to Media Records. 1985 figures represent full run and part run combined advertising for 12/31/84 through 2/24/85.				
CINCINNATI, OH				
Enquirer (M)	141,633	4,471	114,586	6,171
Enquirer (S)	92,962	3,066	97,071	3,883
Post (E)	66,464	17,426	53,375	8,717
Grand Total	300,461	25,763	265,032	18,751
CLEVELAND, OH				
Plain Dealer (M)	134,965	16,096	114,576	16,591
Plain Dealer (S)	62,116	3,710	70,444	5,783
Grand Total	207,991	20,491	194,585	22,374
DALLAS, TX				
News (M)	264,660	14,355	234,566	11,264
News (S)	135,652	8,917	103,960	15,691
Times-Herald (AD)	217,233	14,545	201,176	12,287
Times-Herald (S)	101,711	6,430	108,099	21,567
Grand Total	719,146	44,287	705,251	61,190
DENVER, CO				
Rocky Mt. News (M)	256,064	——	253,048	733
Rocky Mt. News (S)	78,017	——	74,508	——
Post (M)	162,566	5,111	132,757	6,751
Post (S)	92,351	1,387	115,388	385
Grand Total	591,837	6,498	574,210	7,869
DETROIT, MI				
Free Press (M)	94,823	32,442	77,745	33,197
Free Press (S)	36,288	25,373	42,136	14,437
News (AD)	135,558	34,666	93,975	21,096
News (S)	76,356	17,340	81,763	12,880
Grand Total	325,146	107,264	297,621	81,530
FORT LAUDERDALE, FL				
News & Sun Sentinel (S)	67,831	——	117,659	32,365
Sun Sentinel (M)	206,501	——	215,873	33,940
News & Sun Sentinel (Sat)	66,471	——	96,040	——
Grand Total	470,033	——	429,340	76,965
NOTE: 1984 figures for all editions and 1985 figures for Saturday edition supplied by publisher to Media Records. Part run 1985 figures not available. Sun Sentinel Morning published five days a week only.				

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
FORT WAYNE, IN				
Journal Gazette (M)	68,130	——	62,927	——
Journal Gazette (S)	41,702	——	40,350	——
News-Sentinel (E)	75,710	——	74,749	——
Grand Total	183,570	——	196,026	——
NOTE: Part run figures not available.				
FORT WORTH, TX				
Star-Telegram (M)	224,340	48,400	189,445	38,314
Star-Telegram (E)	170,136	47,672	153,799	37,213
Star-Telegram (S)	121,560	32,560	132,781	34,731
Grand Total	524,497	128,684	476,045	111,258
NOTE: Figures supplied by publisher to Media Records.				
GREENWICH (STAMFORD), CT				
Time (E)	60,557	——	67,304	——
Time (S)	36,717	——	36,779	——
Advocate (E)	69,191	——	64,162	——
Advocate (S)	37,286	——	40,183	——
Grand Total	223,530	——	228,466	——
HARTFORD, CT				
Courant (M)	124,468	23,726	106,857	16,374
Courant (S)	74,612	72,189	76,403	75,335
Grand Total	199,080	95,915	183,260	91,709
HONOLULU, HI				
Advertiser (M)	113,380	——	11,140	——
Star-Bulletin (E)	169,286	——	169,085	——
Star-Bulletin & Advertiser (S)	98,556	——	99,416	——
Grand Total	380,100	——	281,101	——
HOUSTON, TX				
Chronicle (AD)	255,573	33,660	283,236	17,639
Chronicle (S)	360,275	48,238	134,766	27,798
Post (M)	169,559	33,210	152,471	12,863
Post (S)	57,114	16,465	77,794	22,521
Grand Total	842,662	131,548	648,307	79,991
LONG BEACH, CA				
Press Telegram (M)	95,390	——	88,995	——
Press Telegram (S)	43,860	——	40,379	——
Grand Total	139,257	——	129,464	——
NOTE: Part run figures not available.				
LONG ISLAND, NY				
Newsday (E)	149,455	34,013	126,963	20,941
Newsday (S)	24,752	42,547	85,148	49,540
Grand Total	215,172	70,380	210,011	70,381
LOS ANGELES, CA				
Times (M)	388,124	223,615	248,214	168,435
Times (S)	161,793	71,307	180,767	75,189
Herald-Examiner (M)	51,440	10,697	44,998	12,599
Herald-Examiner (S)	11,472	2,745	13,585	4,677
Grand Total	492,836	308,664	479,867	261,052
LOS ANGELES/SAN FERNANDO VALLEY, CA				
News (M)	91,856	29,850	143,201	16,295
News (S)	62,170	10,845	70,501	5,311
Grand Total	222,306	41,973	213,032	21,606
LOS ANGELES/TORRANCE, CA				
Breeze (E & S)	174,510	——	159,110	——
Grand Total	174,510	——	159,110	——
NOTE: Figures supplied by publisher to Media Records.				
LOUISVILLE, KY				
Courier Journal (M)	91,595	39,982	66,180	21,409
Times (E)	55,417	52,953	65,790	36,670
Courier Journal (S)	40,277	31,589	58,610	44,996
Grand Total	186,279	124,524	192,580	102,483
NOTE: Figures supplied by publisher to Media Records.				
MIAMI, FL				
Herald (M)	164,368	——	164,332	——
Herald (S)	66,256	——	106,156	——
News (E)	59,688	——	65,162	——
Grand Total	310,292	——	335,650	——
NOTE: Part run figures not available.				
MINNEAPOLIS, MN				
Star & Tribune (AD)	98,733	19,301	91,960	17,166
Star & Tribune (S)	98,782	402	115,994	794
Star & Tribune (Sat)	19,617	——	17,641	——
Grand Total	213,132	19,743	215,435	17,960
NEW BRUNSWICK, NJ				
Home News (E)	68,803	——	——	——
Home News (Sun)	45,616	1,660	——	——
Grand Total	114,285	1,660	——	——
NOTE: 1984 figures not available.				
NEW YORK, NY				
Times (M)	137,466	14,368	130,595	14,428
Times (D)	164,616	62,347	177,629	73,764
News (M)	53,913	98,622	51,178	61,638
News (S)	29,913	47,539	29,914	61,444
Post (AD)	48,727	886	46,865	——
Grand Total	434,635	214,731	436,131	211,265
NEWARK, NJ				
Star Ledger (M)	107,475	5,559	100,758	6,777
Star Ledger (S)	139,256	12,586	141,336	15,761
Grand Total	366,731	18,145	360,094	22,538
OAKLAND, CA				
Tribune (M)	70,094	45,462	72,747	19,646
Tribune (S)	39,063	17,044	55,006	16,715
Grand Total	116,337	62,446	127,753	27,362

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
ORANGE COUNTY, CA				
Register (AD)	276,262	66,557	231,830	45,028
Register (S)	103,908	5,684	120,494	3,122
Grand Total	380,170	72,241	352,324	48,150
PHILADELPHIA, PA				
Inquirer (M)	139,140	35,221	116,893	26,382
Inquirer (S)	108,253	17,120	113,827	18,780
News (E)	65,569	3,406	60,809	1,049
Grand Total	312,962	55,747	293,529	46,211
PHOENIX, AZ				
Arizona Republic (M)	201,314	9,933	191,395	7,730
Arizona Republic (S)	120,785	——	107,151	——
Gazette (E)	192,403	10,079	183,553	7,760
Grand Total	522,502	20,012	482,099	15,490
NOTE: Figures supplied by publisher to Media Records.				
ROCHESTER, NY				
Democrat & Chronicle (M)	78,475	11,525	69,975	11,202
Democrat & Chronicle (S)	51,980	8,285	60,062	5,621
Times Union (E)	65,194	11,758	65,429	7,804
Grand Total	195,549	31,568	195,466	24,827
NOTE: Times Union Evening published five days a week only.				
SACRAMENTO, CA				
Bee (M)	205,870	10,440	172,763	7,321
Bee (S)	79,221	4,168	95,821	5,933
Grand Total	285,091	14,608	268,584	13,254
ST. LOUIS, MO				
Post-Dispatch (M)	71,934	27,490	52,305	9,353
Post-Dispatch (S)	87,622	——	97,337	——
Grand Total	159,556	27,490	149,642	9,353
NOTE: Figures supplied by publisher to Media Records.				
ST. PAUL, MN				
Pioneer Press Dispatch (AD)	84,696	——	62,472	——
Pioneer Press Dispatch (S)	73,786	——	87,307	——
Dispatch (E)	——	——	67,237	——
Grand Total	158,482	——	217,016	——
NOTE: Part run figures not available. Pioneer Press morning and Dispatch evening combined to one edition. Pioneer Press Dispatch all day effective January 2, 1985. The Pioneer Press morning activity is shown in the Pioneer Press Dispatch all day listing. Pioneer Press Sunday changed to Pioneer Press Dispatch Sunday effective January 5, 1985. Prior to January 2, 1985, Pioneer Press morning and Dispatch evening had a combined Saturday edition with the activity shown only in the Dispatch evening.				
SAN ANTONIO, TX				
Express-News (AD)	116,585	10,237	99,930	11,403
Express-News (S)	72,484	8,403	77,494	13,928
Express-News (Sat)	33,652	——	33,895	——
News (E)	——	——	90,107	10,412
Light (AD)	107,526	25,951	93,240	16,639
Light (S)	68,141	10,824	73,072	17,497
Light (Sat)	30,931	——	25,456	——
Grand Total	324,372	55,415	493,194	69,879
NOTE: Express Morning and News Evening combined to one edition. Express News all day effective September 10, 1984. The Express Morning activity is shown in the Express News all day listing. Prior to September 10, 1984, Express Morning and News Evening published five days a week only.				
Light all day published five days a week only. Light Evening changed to Light All Day effective January 1985.				
SAN DIEGO, CA				
Union (M)	187,968	9,581	165,985	20,043
Union (S)	96,206	——	107,887	——
Tribune (E)	196,023	9,913	174,977	20,100
Grand Total	480,197	19,494	448,849	40,143
SAN FRANCISCO, CA				
Chronicle (M)	121,558	54,695	109,785	40,991
Examiner (E)	118,891	54,096	108,086	41,908
Examiner & Chronicle (S)	69,211	188,102	75,760	28,358
Grand Total	309,660	296,893	293,631	111,257
SAN JOSE, CA				
Mercury News (AD)	273,935	24,433	236,194	26,517
Mercury News (S)	114,841	——	144,251	——
Grand Total	388,776	24,433	380,445	26,517
SHREVEPORT, LA				
Journal (E)	77,894	5,640	62,724	5,808
Times (M)	97,837	10,930	80,984	4,925
Times (S)	50,291	5,425	59,863	8,377
Grand Total	226,022	21,995	203,571	18,110
STATE COLLEGE, PA				
Centre Times (E)	64,333	3,794	52,977	3,179
Centre Times (S)	16,091	——	14,719	1,059
Grand Total	80,424	3,794	67,696	4,238
NOTE: Figures supplied by publisher to Media Records.				

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
SYRACUSE, NY				
Herald Journal (E)	75,474	24,477	73,585	17,893
Herald American (S)	39,934	20,262	48,210	15,896
Post-Standard (M)	64,934	24,315	55,992	16,105
Grand Total	180,342	69,054	177,787	49,894
TAMPA, FL				
Tribune (AD)	166,135	72,743	154,263	46,617
Tribune (S)	85,384	——	104,635	——
Grand Total	251,519	72,743	258,898	46,617
NOTE: Figures supplied by publisher to Media Records. Comics activity is not included.				
TOLEDO, OH				
Blade (E)	61,497	——	66,318	——
Blade (S)	57,503	——	60,658	——
Grand Total	133,000	——	126,976	——
NOTE: Figures supplied by publisher to Media Records.				
WASHINGTON, DC				
Post (M)	238,086	24,713	222,847	20,148
Post (S)	127,391	12,883	138,676	22,166
Grand Total	365,477	37,596	361,523	42,314
Alexandria Journal (M)	49,886	——	42,222	——
Prince George's Journal (M)	44,712	263	38,511	533
Montgomery Journal (M)	45,548	——	39,993	533
Fairfax Journal (M)	51,443	——	42,756	——
Arlington Journal (M)	50,864	——	42,335	——
NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only.				
WEST PALM BEACH, FL				
Post (M)	212,587	41,518	180,974	26,339
Times (E)	174,189	2,244	147,330	1,114
Post (S)	133,392	14,693	146,073	13,837
Grand Total	520,168	58,455	474,377	41,290
NOTE: Figures supplied by publisher to Media Records.				
Times evening published five days a week only.				
WESTCHESTER ROCKLAND, NY				
Reporter Dispatch (E)	65,382	12,326	64,405	13,490
Reporter Dispatch (S)	47,205	6,508	60,703	7,765
Grand Total	112,587	18,834	125,108	21,245
WICHITA, KS				
Eagle-Beacon (M)	109,037	——	93,532	——
Eagle-Beacon (S)	51,180	——	60,570	——
Grand Total	160,217	——	154,102	——
NOTE: Part run figures not available.				

Source: Media Records

This data has been provided by Media Records for exclusive publication in Advertising Age and may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Reporting Service. Total Advertising data shown has been supplied by the publisher to Media Records and included in this compilation.

REPORTING METHODOLOGY

Media Records continues to measure ad activity but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the ANAME Measurements Committee, The AMPA/NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page.....
   Width and Depth in inches.
2. Determine Square Inches of Page...
   Multiply Width by Depth inches.
3. Determine the Number of SAU Inches of Page.....
   Divide the Square Inches by 2.0625 (SAU Inches).
4. Measure the Total Lines of the Page.....
   Multiply Column Depth Agate Lines by the Number of Columns on the Page.
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches.....
   Divide the Total Lines of Page by the Number of MRCS/SAU Inches of the Page.